

Click through rate

	U	1	Document ID	Issue Date	Pages	Title	Current OR	Current XRef	Retrieval Classif
1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	US 20040093327 A1	20040513	26	Serving advertisements based on content	707/3		
2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	US 20040039733 A1	20040226	23	System and method for an auction of search results on a network	707/3		
3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	US 20030220918 A1	20031127	35	Displaying paid search listings in proportion to advertiser spending	707/3		
4	<input checked="" type="checkbox"/>	<input type="checkbox"/>	US 20030033292 A1	20030213	28	System and method for enabling multi-element bidding for influencing a position on a search result list generated by a computer network search engine	707/3	705/14; 705/37; 707/104.1	
5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	US 20020165849 A1 6,269,361	20021107	55	Automatic advertiser notification for a system for providing place and price protection in a search result list generated by a computer network search engine	707/1	707/10	[0245] ch 8
6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	US 20020128908 A1	20020912	33	System for conducting user-specific promotional campaigns using multiple communications device platforms	705/14	434/322	
7	<input checked="" type="checkbox"/>	<input type="checkbox"/>	US 20020087403 A1	20020704	18	Statistical metering and filtering of content via pixel-based metadata	705/14		D 12
8	<input checked="" type="checkbox"/>	<input type="checkbox"/>	US 6704727 B1	20040309	16	Method and system for generating a set of search terms	707/5	707/10; 707/102; 707/3; 707/4; 707/6	D 193

	Inventor	S	C	P	2	3	4	5	Image Doc. Displayed	PT
1	Anderson, Darrell et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 20040093327	<input type="checkbox"/>
2	Soulanille, Thomas A.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 20040039733	<input type="checkbox"/>
3	Roy, Scott et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 20030220918	<input type="checkbox"/>
4	Meisel, Ted et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 20030033292	<input type="checkbox"/>
5	Singh, Narinder Pal et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 20020165849	<input type="checkbox"/>
6	Levin, Brian E. et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 20020128908	<input type="checkbox"/>
7	Meyers, Stephan et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 20020087403	<input type="checkbox"/>
8	Kravets, Alexander N.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 6704727	<input type="checkbox"/>

	U	1	Document ID	Issue Date	Pages	Title	Current OR	Current xRef	Retrieval Classif
9	<input type="checkbox"/>	<input type="checkbox"/>	US 6134532 A	20001017	41	System and method for optimal adaptive matching of users to most relevant entity and information in real-time	705/14	705/1; 705/26	B5

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9	Lazarus, Michael A. et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 6134532	<input type="checkbox"/>

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1	<input checked="" type="checkbox"/>		US 6571279 B1	20030527	23	Location enhanced information delivery system	709/217	707/10; 709/203; 709/219	
2	<input type="checkbox"/>		US 6205432 B1	20010320	29	Background advertising system	705/14	705/1; 715/513	
3	<input type="checkbox"/>		US 6134532 A	20001017	41	System and method for optimal adaptive matching of users to most relevant entity and information in real-time	705/14	705/1; 705/26	
4	<input type="checkbox"/>		US 5666499 A	19970909	16	Clickaround tool-based graphical interface with two cursors	345/808	345/157; 345/823; 345/860	
5	<input type="checkbox"/>		EP 635780 A1	19950125	46	User interface having clickthrough tools that can be composed with other tools.			
6	<input type="checkbox"/>		EP 635779 A1	19950125	45	User interface having movable sheet with click-through tools.			

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1	Herz, Fredrick et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 6571279	<input type="checkbox"/>
2	Gabbard, Chuck E. et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 6205432	<input type="checkbox"/>
3	Lazarus, Michael A. et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 6134532	<input type="checkbox"/>
4	Baudel, Thomas et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US 5666499	<input type="checkbox"/>
5	BIER, ERIC A et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EP 635780 A1	<input type="checkbox"/>
6	BIER, ERIC A et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EP 635779 A1	<input type="checkbox"/>